

ABSTRACT OF THE DISCLOSURE

When an acquired image file GF includes image processing control information GI, a CPU executes image quality adjustment of image data GD in an image processing mode GM specified by the image processing control information GI. When the acquired image file GF does not include the image processing control information GI, on the other hand, the CPU retrieves Exif information and in the case of successful retrieval of the Exif information, selects the image processing mode GM based on the Exif information and executes image quality adjustment of the image data GD in the selected image processing mode GM. In the case where a selected shooting mode is described in the Exif information, the selected shooting mode is used for the selection of the image processing mode GM. In the case where no selected shooting mode is described in the Exif information, on the other hand, another shooting condition is used for the selection of the image processing mode GM.